

SLAVES TO FASHION - BIOGRAPHY

Norwegian band SLAVES TO FASHION embarks on a bold adventure in 2020. This year our beloved heavy metal genre celebrates its 50 years anniversary. In 1970 Black Sabbath released both their ground-breaking debut album and the mighty "Paranoid". Deep Purple and Led Zeppelin also released highly influential albums the same year.

SLAVES TO FASHION celebrates this occasion in their own special way. Every month of 2020 they will release a new original song that is inspired by, pays tribute to and represents a time period or subgenre of heavy metal. In December all the songs will become the full album entitled "The History of Heavy Metal".

SLAVES TO FASHION hail from Haugesund in Norway. They released their first album "Crossing Over" in 2007 under the name P:O:B. As SLAVES TO FASHION the band released a critically acclaimed album called "Artistic Differences" in 2011. After changing key band members, the band's music evolved from progressive hard rock to modern metal. Two singles were released from this new incarnation of the band. They went on hiatus in 2014 but released some of their songs in Norwegian under the moniker MOTESLAVENE (which is Norwegian for slaves to fashion). Two of those songs charted at the local radio charts.

In 2020 the band returned and six songs have been released from the album so far. "1970" pays tribute to Black Sabbath, Deep Purple and Led Zeppelin and the birth of the genre. "The Priest of Maidenhead" honours NWOBHM and classic metal of the early 1980's. "Sex, Drugs & Rock 'N' Roll" represents the glamorous and dangerous glam metal. The song was mixed by Beau Hill, who produced bands like Ratt, Warrant and Winger in the glorious days of the genre. "Thrash of the Titans" pays tribute to the fast and furious thrash metal. It was mixed by Flemming Rasmussen, who produced three of the classic Metallica albums in the 80's. "Expressions of Extremity" represents five of the other extreme metal genres that were developed the 80's and early 90's, namely speed metal, doom metal, death metal, grindcore and black metal.

The sixth and latest song, "Garden of Chains", was released on July 23rd. It honors the grunge genre that changed the world of heavy music in the beginning of the 1990's.

Today SLAVES TO FASHION is more of a musical collective than a band, as both the new album project and the live shows feature a lot of friends and guest musicians. The core of the band, however, is still the line-up that recorded "Artistic Differences": Johannes Støle (vocals), Torfinn Sirnes (guitars), John Lind (bass) and Vidar Ingvaldsen (drums).

"The History of Heavy Metal" is a serious album but some lyrical and musical references might evoke a smile. Hopefully also a nod or two. We hope you will like it.

"If heavy metal bands ruled the world, we'd be a lot better off."

– Bruce Dickinson